

# **2020 Census Program Management Review**

## **2015 Census Testing Activities: Nonresponse Followup Update**

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# 2015 Census Test Summary

- Test the feasibility of fully utilizing a field operations management system that leverages planned automation and available real-time data, as well as data households have already provided to the government, to transform the efficiency and effectiveness of data collection operations.
- Reduce NRFU workload and increase NRFU productivity with Administrative Records, Field Reengineering, and Adaptive Design.



# Administrative Records for Nonresponse

- Evaluate the feasibility of using real-time data through:
  - Leveraging mail delivery information from the United States Postal Service to help determine housing unit occupancy status
  - Replicating a census environment on an April 1 Census Day to better evaluate the removal of cases using administrative records
- Using information from administrative records to determine:
  - Occupancy status of a housing unit
  - Characteristics about people residing in occupied housing units

# Adaptive Design for Nonresponse

- Up to three personal visits before using a proxy
- Specific maximum number of visits determined by implementing real-time stopping rule models
- Stopping rule models factor in:
  - Completeness of the data in a geographic area
  - Stability over time and additional attempts
  - Benchmarking to other data sources such as the ACS



# NRFU Design

- 2015 Census Test projected to include approximately 60,000 non-responding cases
- Non-responding cases relatively evenly split between three panels – one control panel and two experimental panels
- The adaptive design and administrative record treatments will be applied to the two experimental panels

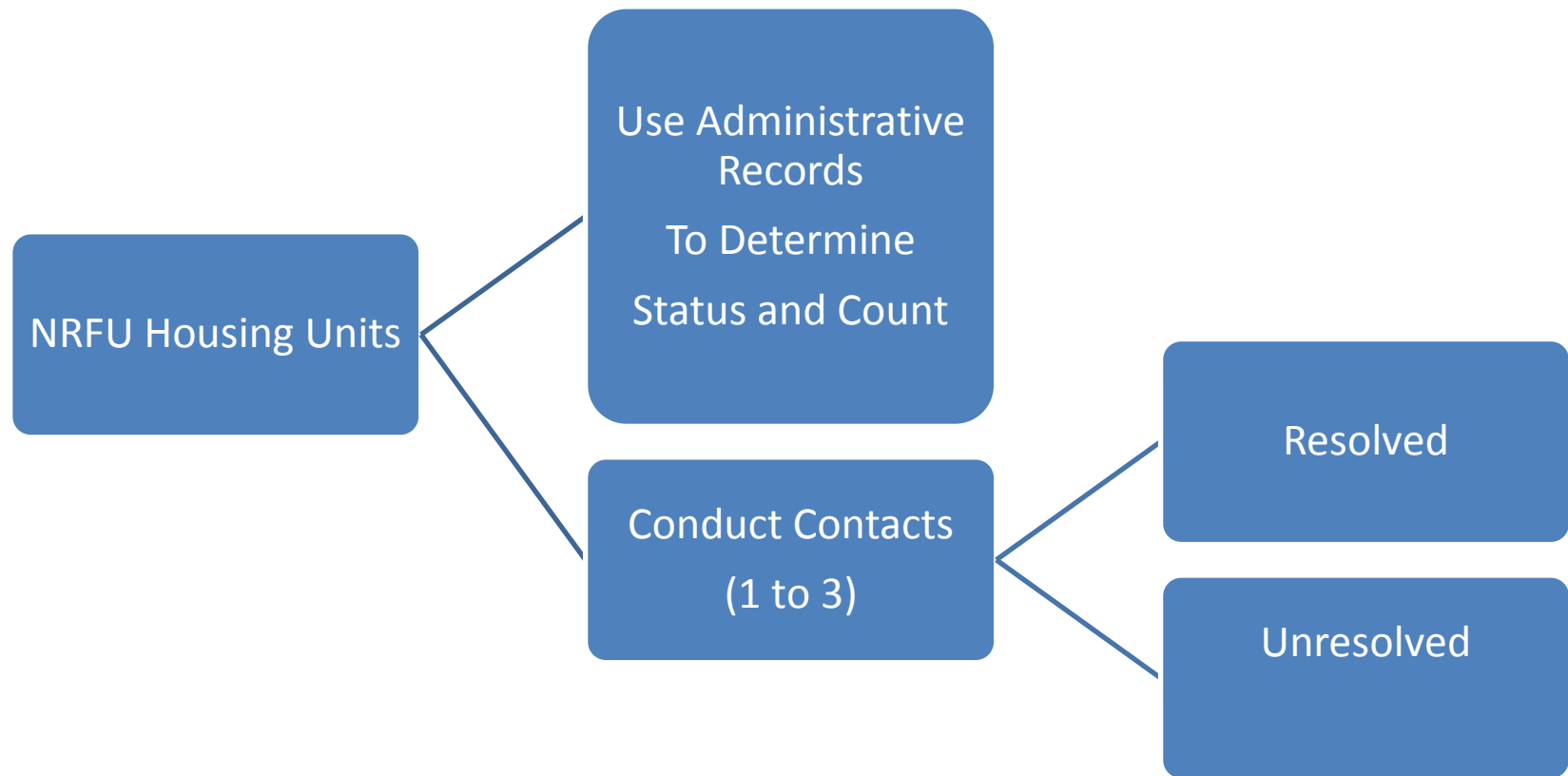
# Control Panel

- Field procedures similar to the 2010 Census
  - Major differences from the 2010 Census include:
    - Use of automated data collection instrument
    - Some onboarding (fingerprinting, etc.) will be contracted out
- Maximum three personal visits, up to six total contacts if a phone number identified, and use of proxy after third personal visit attempt
- Employs same operational control system from 2014 Census Test

# Full Administrative Records Removal Panel

- Implements an adaptive design contact strategy
- Removes unoccupied and occupied housing units from the NRFU workload that can be enumerated with administrative records prior to any contact attempts made at those housing units
- Employs new operational control system being developed by ROCKIT team

# Full Administrative Records Removal Panel

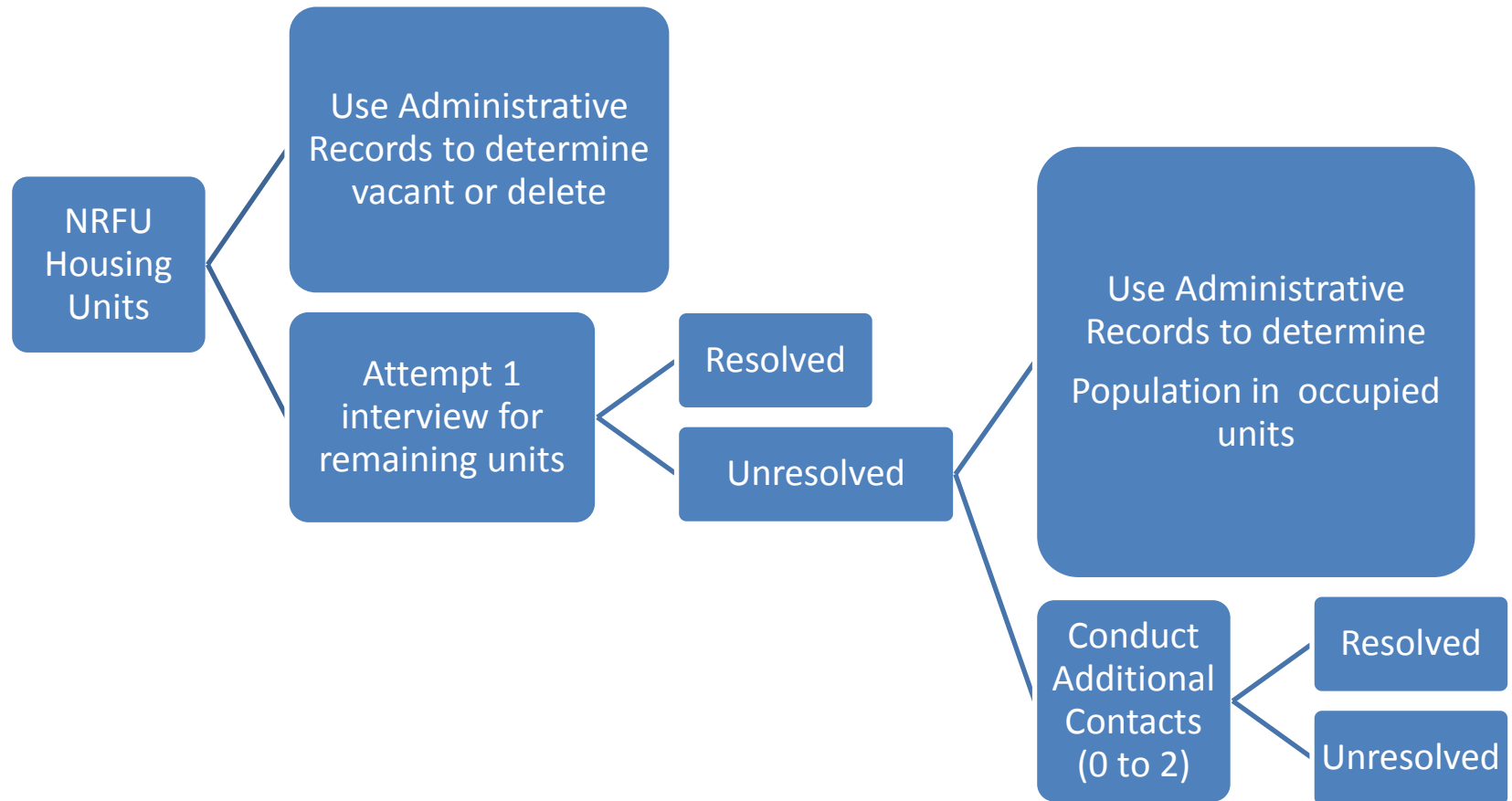




# Hybrid Administrative Records Removal Panel

- Implements an adaptive design contact strategy
- Removes unoccupied housing units from the NRFU workload that can be enumerated with administrative records prior to any contact attempts made at those housing units
- Remove occupied housing units from the NRFU workload that can be enumerated with administrative records after one contact attempt made at those housing units
- Employs new operational control system being developed by ROCKIT team

# Hybrid Administrative Records Removal Panel





# Evaluation Follow-up

- Expect to follow up on approximately 5,000 cases where 2015 Census Test NRFU response does not match administrative records information
- Cases included are:
  - Housing unit status disagreements –
    - Unit is vacant in NRFU, but occupied in administrative records **OR**  
Unit is occupied in NRFU, but vacant in administrative records
    - This evaluation will collect information on timing of vacancy

# Evaluation Follow-up

- Cases included are: (Continued)
  - Population count disagreements
    - These are units occupied in both NRFU and administrative records, but the population counts from each source differ
    - This evaluation will collect information on all people associated with the housing unit during the calendar year
  - Roster changes in administrative records
    - Unit is occupied in two most recent years of administrative records, but roster of people living in that unit has changed
    - This evaluation will collect information on all people associated with housing unit during calendar year to help assess the accuracy of the rosters in administrative records

# Questions

- Send questions to the email address below:

[census.2020.program.management.review@census.gov](mailto:census.2020.program.management.review@census.gov)